

9200/0758

**FIRST CLASS CERTIFICATE OF MAILING**

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail with sufficient postage in an envelope addressed to the Assistant Commissioner for Patents, Washington, D.C. 20231

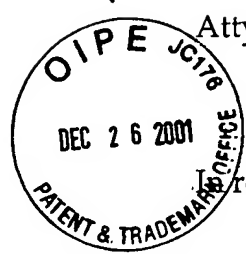
on December 11, 2001  
Date of Deposit  
Dorothy Kehoe Shea  
Name of Person Mailing Correspondence  
Dorothy Kehoe Shea 12/11/01  
Signature Date

Reissue(original U.S. Patent No. 5,968,125)  
/ Serial/Patent No.: Unassigned Filing/Issue Date: October 19, 2001  
Client: NetROI, Inc.  
Title: Process for Optimizing the Effectiveness of a Hypertext  
Element  
BSTZ File No.: 005863.P001R Atty/Secty Initials: JAS/bks  
Date Mailed: December 11, 2001 Docket Due Date: \*\*\*  
The following has been received in the U.S. Patent & Trademark Office on the date stamped hereon:

|  |  |  |
|--|--|--|
| <input type="checkbox"/> Amendment/Response (____ pgs.)  | <input type="checkbox"/> Express Mail No.: _____   | <input type="checkbox"/> Check No. _____ |
| <input type="checkbox"/> Appeal Brief (____ pgs.) (in triplicate)                              | <input type="checkbox"/> _____ Month(s) Extension of Time                                | Amt: _____                               |
| <input type="checkbox"/> Application - Utility (____ pgs., with cover and abstract)            | <input checked="" type="checkbox"/> Information Disclosure Statement & PTO 1449 (6 pgs.) | <input type="checkbox"/> Check No. _____ |
| <input type="checkbox"/> Application - Rule 1.53(b) Continuation (____ pgs.)                   | <input type="checkbox"/> Issue Fee Transmittal   | Amt: _____                               |
| <input type="checkbox"/> Application - Rule 1.53(b) Divisional (____ pgs.)                     | <input type="checkbox"/> Notice of Appeal  |  |
| <input type="checkbox"/> Application - Rule 1.53(b) CIP (____ pgs.)                            | <input type="checkbox"/> Petition for Extension of Time                                  |  |
| <input type="checkbox"/> Application - Rule 1.53(d) CPA Transmittal (____ pgs.)                | <input type="checkbox"/> Petition for _____  |  |
| <input type="checkbox"/> Application - Design (____ pgs.)                                      | <input checked="" type="checkbox"/> Postcard   |  |
| <input type="checkbox"/> Application - PCT (____ pgs.)   | <input type="checkbox"/> Power of Attorney (____ pgs.)                                   |  |
| <input type="checkbox"/> Application - Provisional (____ pgs.)                                 | <input type="checkbox"/> Preliminary Amendment (____ pgs.)                               |  |
| <input type="checkbox"/> Assignment and Cover Sheet  | <input type="checkbox"/> Reply Brief (____ pgs.)   |  |
| <input checked="" type="checkbox"/> Certificate of Mailing                                     | <input type="checkbox"/> Response to Notice of Missing Parts                             |  |
| <input type="checkbox"/> Declaration & POA (____ pgs.)   | <input type="checkbox"/> Small Entity Declaration for Indep. Inventor/Small Business     |  |
| <input type="checkbox"/> Disclosure Docs & Orig & Copy of Inventor's Signed Letter (____ pgs.) | <input type="checkbox"/> Transmittal Letter, in duplicate                                |  |
| <input type="checkbox"/> Drawings: _____ # of sheets includes _____ figures                    | <input type="checkbox"/> Fee Transmittal, in duplicate                                   |  |

☒ Other: copies of cited references (2), Resubmission of Information Disclosure Statement for Reissue Application with Corrected PTO-1449A.

2758  
2154



Atty. Docket No. 005863.P001R

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Reissue Application of: 08/787,532

George R. Garrick, et al.

Examiner: Unassigned

Serial No.: Unassigned

Art Unit: Unassigned

Filed: October 19, 2001

For: PROCESS FOR OPTIMIZING THE  
EFFECTIVENESS OF A HYPERTEXT  
ELEMENT

In re Reissue Application of:

Original Patent No.: 5,968,125

Issued: October 19, 1999

For: PROCESS FOR OPTIMIZING THE  
EFFECTIVENESS OF A HYPERTEXT  
ELEMENT

RECEIVED  
JAN 08 2002  
Group 2100

Assistant Commissioner of Patents  
U.S. Patent and Trademark Office  
Washington, D.C. 20231

INFORMATION DISCLOSURE STATEMENT  
FOR REISSUE APPLICATION

Sir:

Enclosed is a copy of Information Disclosure Citation Form PTO-1449  
together with copies of the documents cited on that form. It is respectfully

FIRST CLASS CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail with  
sufficient postage in an envelope addressed to the Assistant Commissioner for Patents, Washington, D. C. 20231 on

December 11, 2001  
(Date of Deposit)

Beverly Kehoe Shea

(Typed or printed name of person mailing correspondence)

Beverly Kehoe Shea 12/11/01  
(Signature of person mailing correspondence)

requested that the cited documents be considered and that the enclosed copy of Information Disclosure Citation Form PTO-1449 be initialed by the Examiner to indicate such consideration and a copy thereof returned to applicant(s).

Pursuant to 37 C.F.R. § 1.97, the submission of this Information Disclosure Statement is not to be construed as a representation that a search has been made and is not to be construed as an admission that the information cited in this statement is material to patentability.

Pursuant to 37 C.F.R. § 1.97, this Information Disclosure Statement is being submitted under one of the following (as indicated by an "X" to the left of the appropriate paragraph):

- ☒ 37 C.F.R. §1.97(b), filed within 3 months of the filing of the Reissue Application.
- ☐ 37 C.F.R. §1.97(c). If so, then enclosed with this Information Disclosure Statement is one of the following:
- ☐ A statement pursuant to 37 C.F.R. §1.97(e) or
- ☐ A check for \$180.00 for the fee under 37 C.F.R. § 1.17(p).
- ☐ 37 C.F.R. §1.97(d). If so, then enclosed with this Information Disclosure Statement are the following:
- (1) A statement pursuant to 37 C.F.R. §1.97(e); and
  - (2) A check for \$180.00 for the fee under 37 C.F.R. §1.17(p) for submission of the Information Disclosure Statement.

If there are any additional charges, please charge Deposit Account No. 02-2666.

Respectfully submitted,

BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP

Dated: 12/11, 2001

  
\_\_\_\_\_  
Judith A. Szepesi  
Reg. No. 39,393

12400 Wilshire Blvd.  
Seventh Floor  
Los Angeles, CA 90025-1026  
(408) 720-8300